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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gian Fulgoni et al.                      Art Unit : 3621  
Serial No. : 09/532,890                                  Examiner : James A. Reagan  
Filed : March 22, 2000  
Title : SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 1, 2004

Please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.